

## METHOD AND SYSTEM FOR AUGMENTING WEB CONTENT

### ABSTRACT OF THE DISCLOSURE

5 A system for augmenting data from a source data file with data from a reference database to generate an augmented data file is provided. The system includes a reference database including at least one reference datum. A handler component is configured to retrieve a source data file including the structured datum. A locator component is configured to locate the structured datum in the source data file; an analyzer component configured to associate the identified structured datum to one reference datum to create an association  
10 according to an analyzing strategy. A generating component is configured to generate a hyperlink based upon the association and embeds the generated hyperlink in the source file to create an augmented data file.

